

## Review of Fall Workshop

*University of Washington hosts WSRO*

November 21<sup>st</sup> WSRO held the Fall Workshop at the University of Washington. Keynote speaker was Stephen Goddard, the prize-winning author of *Getting There: The epic struggle between Road and Rail in the American Century*, speaking on the history of transportation in the United States. Here is what participants had to say about the workshop topics, other panelist, and presentations:

- **Vibrant!**
- **Very good information...**
- **Well organized and well spoken panel...**
- **This was extremely important to me!**
- **Wonderful! Engaging! Learned a great deal!**
- **Dynamic speaker...**
- **Amazing that he could make HOV a lively topic!**
- **Motivated speaker...**
- **Very, very interesting! Great presentation.**
- **Excellent information, thank you.**
- **Good history lesson.**
- **Important information to TDM people.**
- **The food was excellent!**
- **Location—good idea!**

Your WSRO Board works hard to bring you quality workshops and appreciates your feedback.

More workshop news inside.

## Elections Results

*New Board of Directors elected for 2003-2004 term*

In November WSRO held its annual elections for two vacancies on its Board of Directors. Anne Ward- Ryan and Megan Roberts were elected to the WSRO Board of Directors.

Anne Ward-Ryan comes to the Board from King County Metro CTR Services and Megan Roberts from the City of Tacoma. Welcome new Board members! Many thanks to outgoing WSRO Chair, Susan Horst, for two years of excellent service! Your WSRO Board for the 2003 year includes:

- **Anne Ward-Ryan, Chair**
- **Megan Roberts, Vice-Chair Programs**
- **Jeff Aumell, Vice-Chair Communications**
- **Mary Bryson, Treasurer**
- **Shari Yamane, Historian/Recorder**

## Megan Roberts

Megan became a WSRO member in 1999 while working for the WA Department of Transportation. At WSDOT, Megan was the Employee Transportation Coordinator for over 1200 employees, led an 18-person CTR committee, and provided staff support for the Regional Vanpool Coordination Team.

Currently, Megan is an Urban Planner for the City of Tacoma, where she manages Tacoma's CTR Plan and collaborates with Pierce County and Pierce Transit to provide assistance and resources to 82 CTR worksites.

Since joining WSRO, Megan has been Co-Chair for the Rideshare Week campaign for the past three years and recently joined WSRO's Promotions Advisory Committee. As an avid carpooler and bus rider, Megan and her husband have been a one-car family for the last two years. Megan welcomes the opportunity to serve on the WSRO Board.

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## Attending the Washington State Ridesharing Organization Workshop

by Julie P. Salathé

As a non-member attending the WSRO conference in November, I was excited to find out what the Rideshare Organization does as well as to hear speakers on such topics as "Parking Management that Works for Business, Customers, and Residents" and "Puget Sound HOV Lane Operations".

As education director of the Cascade Bicycle Club, I'm not involved with parking or HOV lane issues directly, but I found plenty of overlap in areas of WSRO and Cascade interest. We have a common purpose of making life better for commuters in Washington State, by making a variety of commuting options available to all. More specifically, as part of an organization that runs the WRQ Bike to Work Day and Month, I am interested in issues involving non-SOV transportation to work, whether it be carpools, vanpools, or bicycling. I am also interested in working with companies, many of whose representatives participated in the WSRO conference, to encourage bicycling or other commute options and more bicycle-friendly workplaces.

I was pleasantly surprised to find out that I knew the names of at least 1/3 of the 100+ attendees, many of whom had helped with Bike to Work Day in past years. I was also pleasantly surprised to see that participants took all of the brochures that I had brought about Cascade programs.

I look forward to working more with WSRO members in the future.

*Julie Salathe, Cascade Bicycle Club  
Education Director*

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## Event Matching available for next WSRO Workshop

The next WSRO workshop will be hosted by TAGO in Portland, Oregon February 20-21 at the DoubleTree Lloyd Center Hotel. Share the ride! Participants can log on to event matching at RideshareOnline.com, register your origin information and select WSRO/TAGO Winter Workshop on the event list to receive a match list of others attending the conference.

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## Anne Ward-Ryan

Anne Ward-Ryan is an Employer Transportation Representative at King County Metro Commute Trip Reduction Services. She has 12 years of transportation experience working at King County Metro and with employers, developing transportation strategies. Her responsibilities include: providing technical assistance and outreach to 84 employers affected by the CTR law; developing marketing strategies to promote Metro products and other transportation solutions. She is also the lead for the West King County team.

Anne has been a WSRO member since 1988. She is looking forward to the challenge of being the chair in 2003 and serving for two more years.



New Board Members:  
Anne Ward-Ryan and Megan Roberts

## VanShare Works!

*Submitted by Joe Welsh, Transportation Planner City of Auburn & Tim Apicella ETR King County Metro.*

The VanShare Program administered by King County Metro Rideshare Operations allows commuters to use vans from transportation terminals such as a train station, Park&Ride lots, and ferry terminals to an employees work site. A van is parked at one of these terminals overnight and is used by the employee

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## CALENDAR OF EVENTS

### WSRO/TAGO WINTER WORKSHOP

PLACE: PORTLAND, OREGON

DATE: FEBRUARY 20-21

WSRO/TAGO Winter Workshop.

### SMART MOVES

DATE: APRIL 2003

Statewide campaign conducted annually during April. This year's theme is "Continue the evolution of a Smart Commute".

### BIKE TO WORK DAY

DATE: MAY 16, 2003

Annual Bike to Work Day rallies commuters to beat the traffic and bike to work on May 16. The event raises awareness of the environmental and health benefits of bicycle commuting.

### RIDESHARE WEEK

DATE: OCTOBER 13-17, 2003

Statewide rideshare campaign conducted annually during the third week of October. The 2002 campaign attracted 25,000 participants statewide!

## 2003 Winter Transportation Workshop, February 20-21 in Portland

### *In Step With The Future: Building Healthy Communities*

The annual WSRO/TAGO Winter Transportation Workshop will be held in Portland, Oregon at the DoubleTree Lloyd Center Hotel February 20-21, 2003. WSRO Team Meetings will be held at the hotel on Wednesday, February 19, from 1:00 – 5:00 p.m.

Registration fees will be \$125 for WSRO/TAGO/ACT members for the two-day conference or \$140 for the conference plus the dinner excursion on February 20. Conference room rates at the DoubleTree Lloyd center are \$91 night.

Non-WSRO/TAGO/ACT members will be charged \$150 (no dinner) or \$ 175 (including dinner excursion).

Conference information is available on the web at [www.ltd.org](http://www.ltd.org).

## WSRO Team Updates

### Rideshare Week Team:

The Rideshare Week team would like to thank WSRO and all members for a successful and record-setting 2002 Rideshare Week. Thank you letters to prize sponsors have been sent and the process to develop the 2003 Rideshare Week campaign has started. Be sure and mark October 13-17 for Rideshare Week 2003. More details will be presented at the 2003 Winter Workshop in Portland this February. Any WSRO members interested in joining the Rideshare Week team may contact Randy Stearnes (253-502-8224 or [rstearne@cityoftacoma.org](mailto:rstearne@cityoftacoma.org)).

### Smart Moves Team:

The 2003 Smart Moves campaign is fast approaching! This year's theme, "Continue the Evolution of a Smart Commute" portrays the commute from caveman days, through the 1950's, and then today. If your organization and or agency is participating this April, the Smart Moves committee needs to hear from you! Campaign packets and posters are currently being developed. Contact the Smart Moves Campaign Coordinators: Sharon Stockwell at [sstockwell@piercetransit.org](mailto:sstockwell@piercetransit.org) and Margee Chambers at [mfchambers@scapca.org](mailto:mfchambers@scapca.org).

### Promotions Advisory Committee

Earlier this year at the summer workshop in Spokane, the WSRO Board hosted a retreat, devoted to the promotions that we sponsor – Smart Moves and Rideshare Week. Participants discussed how the promotions are currently run and brainstormed ways that they might change in order to reach more people and have a greater impact.

As a result of that retreat a new temporary working group was formed – the WSRO Promotions Advisory Committee (PAC). So far the PAC has met three times. At the first meeting, we discussed goals for the PAC and heard presentations about graphic design and fund-raising. At the second meeting, we talked about the differing levels of county participation for Smart Moves and Rideshare Week and discussed why that might be the case. Our discussion highlighted an important goal for the PAC – to find out why some counties choose not to participate in one or both of WSRO promotions.

## *In Memoriam:*



**Cathy Cole**

### **Advocate Cathy Cole worked to reduce commuting**

A memorial service was held January 11 for Cathy Cole, the tenacious director of the King County commuter-trip reduction program Commuter Challenge who died early this month at age 60. The organization's annual achievement award will be given in her memory, and another group has named an award for her, recognizing her work to reduce traffic congestion.

"Cathy is irreplaceable, but her dedication and vision were inspirational," said Art Schuenemann, chairman of the board of Commuter Challenge.

Born Oct. 1, 1942, in Glendale, Calif., Mrs. Cole received her early education in California. In 1963, she received a journalism degree from the University of Oregon, where she met her future husband, Fred Cole.

The couple lived in New Hampshire and South Dakota before moving to the Puget Sound area in the mid-1970s. She held reporting, editing and marketing jobs before joining King County Metro in 1985.

Starting in 1990, Mrs. Cole was lent to the Commuter Challenge program to help implement the state's trip-reduction law, which required large employers to reduce employee commuting.

Mrs. Cole advocated flextime, compressed workweeks and telecommuting. She developed a library of case studies and dispensed information to employers trying to find alternatives to rush-hour commuting trips.

And she practiced what she preached, usually taking a bus to work on days she could go without a car.

"She walked the talk," program coordinator Heather Engelbrecht said.

Mrs. Cole died Jan. 2 en route to work after suffering a heart attack in the lobby of her downtown Seattle office building. A memorial service was held Saturday at Bothell First Lutheran Church.

Commuter Challenge will present its annual Diamond Awards for trip-reduction efforts in Mrs. Cole's memory at a ceremony Jan. 22. Also, the Association for Commuter Transportation has approved the creation of a National Award for Teleworking, to be named the Cathy Cole Award, to recognize programs for working at home.

Survivors include her husband, Fred Cole of Kirkland; son David Cole of San Diego; and daughter Janet Cole of Seattle.

Courtesy SEATTLE POST-INTELLIGENCER

Thursday, January 16, 2003

### **Cathy Cole Memorial Build**

If you wish to make donations in her memory, make checks payable to Habitat for Humanity International. Write in the top left corner, "For the Cathy Cole Memorial Build." You can send them directly to Habitat at Habitat for Humanity, Global Village PO Box 369 Americus, GA 31709. Or to ensure they go to the "Cathy Cole Memorial Build," you may funnel checks through Jessie Strauss at M.S.YES-TR-0650 400 Yesler Way Seattle, WA 98104-2615.

arriving by train, bus, or ferry to get to their work site. In the evening the van is returned to the same terminal before the van's users transfer to another form of public transportation. The concept is to tie the van to a logical geographical transfer point. The purpose is to give the commuter a reliable, attractive way to complete their trip by public transportation, thereby making all forms of public transportation more attractive.

The VanShare concept was originally designed for use in the City of Auburn. Sounder commuter train service was soon to arrive and the need arose to link arriving rail commuters with their final destinations. The question was: how would employees get to their remote work site once they stepped off the train? The solution was to park vans at the new parking garage overnight and allow drivers to locate other employees that had the same destination. Joe Welsh, Transportation Planner at the City of Auburn, and Tim Apicella, CTR Representative at KC/Metro, developed a strategy that would provide the needed connectivity to these major work sites in anticipation of the arrival of new Sounder train service. The Auburn Connectivity grant was written, submitted, and accepted in 1999. This demonstration grant would pay for a majority of the costs of van operation. The cost to employees during the demonstration period was a minimal flat monthly \$50 fee and the cost of gas.

VanShare provides several benefits for employees enabling them to use rail, bus, and ferry service that may have not been a viable option prior to the VanShare program. Also, the van can be used at the work site by eligible employees for personal trips, eliminating the need to drive alone to work.

VanShare provides several benefits for employers as well, such as the reduction or elimination of parking shortages at the work site, and can reduce the need for company-owned vehicles to pick up riders from rail stations or other terminals near the employment site.

King County/Metro Rideshare Operations runs the VanShare program and has been very successful in the implementation of the demonstration project. Since May 2001 over 50 vans have been placed throughout King County. For further information about the VanShare program, contact Jim Greenwald at King County Metro, Rideshare Operations (206) 684-1928.

Members of PAC, agreed that while individual commuters may be our eventual target audience and ETCs are our primary access channel to those commuters, the county coordinators determine whether or not ETCs and individual commuters will be exposed to WSRO promotions. Furthermore, the people who make decisions about promotions and coordinate them in the various jurisdictions make up the core of WSRO's membership. As our first priority, we should strive to offer promotions that serve our members' needs.

At the most recent meeting of the PAC committee members decided that we should conduct executive interviews with decision-makers in TDM organizations. A subcommittee agreed to fine-tune a list of questions that we could ask about WSRO promotions. The next meeting of the PAC will be on January 21st at the WSDOT Planning and Policy Office in Seattle from 1:00 to 4:00. The group will be reviewing the draft executive interview questions and discussing how the interviews should be conducted.

### **CTR Funding Update**

Even though WSRO is not a politically active organization we know all of you are curious about the funding and process. Both the Governor and the Washington State Department of Transportation (WSDOT) Transportation Commission have proposed 2003–2005 transportation budgets to the legislature. The Transportation Commission's budget, published in August, funded the Commute Trip Reduction (CTR) Program at \$5.5 million for 2003–2005, the same level it had received in 2001–2003. The Governor's budget proposes eliminating the \$5.5 million and moving the funding to incidence response, the department's program for clearing accidents.

Following the Governor's budget proposal, the CTR Task Force met on January 9. Andrew Johnsen, the Governor's policy advisor for transportation, explained the proposal. He emphasized the seriousness of the state's fiscal situation and the past support the Governor has shown for the CTR Program. In every scenario for new revenue, the Governor has increased funding for CTR. Because the legislature may or may not agree on a strategy for new funding for transportation, the Governor must propose changes to the CTR law that would make it possible to implement his budget cuts. However, the Governor does not intend to eliminate the trip reduction law.

Where do we go from here? New revenue is essential. The CTR Task Force encourages supporters of trip reduction to work with the Legislature and the Governor to secure new funding.